

Abstract

The invention provides a method for developing marketable products incorporating novel technological concepts. The method includes identifying a specific technological concept to develop into a product, selecting  
5 an initial entry vehicle product architecture for the specific technological concept by identifying an entry vehicle application that is narrow enough in scope to reduce development time but broad enough to enable additional applications, proving the technological and product concepts for the entry vehicle application, identifying additional applications for the proven  
10 technological concept; and developing derivative products based on the initial and additional applications.

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